“THE INFLUENCE OF BRAND AMBASSADOR, PRODUCT QUALITY, AND ADVERTISING ON BRAND IMAGE AND THEIR EFFECT TOWARD PURCHASE INTENTION ON OPPO SMARTPHONE IN SURABAYA”

Stanley Theonata
3303014002

DEPARTMENT OF INTERNATIONAL BUSINESS MANAGEMENT
FACULTY OF BUSINESS
WIDYA MANDALA CATHOLIC UNIVERSITY
SURABAYA
2018
THE INFLUENCE OF BRAND AMBASSADOR, PRODUCT QUALITY, AND ADVERTISING ON BRAND IMAGE AND THEIR EFFECT TOWARD PURCHASE INTENTION ON OPPO SMARTPHONE IN SURABAYA

THESIS

Filed to

BUSINESS FACULTY

WIDYA MANDALA CATHOLIC UNIVERSITY SURABAYA

To Fulfill the Requirements for the Economy Bachelor Degree

International Business Management Major

By:

STANLEY THEONATA

3303014002
STATEMENT OF AUTHENTICITY OF SCIENTIFIC WORKS
AND APPROVAL OF PUBLICATION OF SCIENTIFIC WORKS

For the sake of scientific development, as a student of Widya Mandala Catholic University, I undersigned below:

Name : Stanley Theonata
NRP : 3303014002
Thesis Title : THE INFLUENCE OF BRAND AMBASSADOR, PRODUCT QUALITY, AND ADVERTISING ON BRAND IMAGE AND THEIR EFFECT TOWARD PURCHASE INTENTION ON OPPO SMARTPHONE IN SURABAYA

Declared that this final assignment is ORIGINAL. If this work is a work of plagiarism, I am willing to accept the sanction that will be given by Faculty of Business of Widya Mandala Catholic University Surabaya.

I agree that this paper will be published or displayed on the internet or other media (Digital Library Library of Widya Mandala Catholic University Surabaya) for academic interest in accordance with copyright.

Thus, the statement of authenticity and approval of the publication of this scientific work.

Surabaya, 13 August 2018

[Signature]

Stanley Theonata
APPRAVAL PAGE

THESIS

THE INFLUENCE OF BRAND AMBASSADOR, PRODUCT QUALITY, AND ADVERTISING ON BRAND IMAGE AND THEIR EFFECT TOWARD PURCHASE INTENTION ON OPPO SMARTPHONE IN SURABAYA

By:

STANLEY THEONATA
3303014002

Has been approved and well received
to be submitted to the testing team

Advisor I, Advisor II,

Maria Mia Kristanti, SE., MM.  Wahyudi Wibowo, Ph.D.
Date: 20/8/2018 Date: 27/8/2018
VALIDATION PAGE

Thesis written by Stanley Theonata NRP 3303014002 Has been examined on 2022-01-26 and declared PASSED by the Panel Team

Panel Leader

Dr. Tuty Lindawati, SE., MM.
NIK. 311.97.0297

Acknowledged by:

Dean of Business Faculty,

Dr. Lodevirus Lasdi, MM., Ak.CA.
NIK 321.99.03.70

Head of Management,

Robertus Sigit H.I.,SE.,M.Sc
NIK311.11.0678
FOREWORD

Praise be to God Almighty for all grace, blessing, strengthening and inclusion so that this proposal is completed in time. This thesis is written as a requirement for the author to be able to complete the course of International Business Management, Faculty of Business, Widya Mandala Catholic University Surabaya. Preparation of this proposal will not work well without the help, guidance, and support of various parties. Therefore, the author would like to express his gratitude to:

1. Ievan Theonata and Novya Hadywibowo, as the parent of the author
2. Dr. Lodovicus Lasdi, M.M. Ak. As the Dean of Business Faculty of Widya Mandala Catholic University Surabaya.
3. Wahyudi Wibowo, Ph.D. As Chairman of International Business Management Business Faculty of Catholic University of Widya Mandala Surabaya and as the as the Second Assistant Lecturer of this research, who have been very helpful towards the researcher and shared his knowledge in order for the researcher to be able to finish the research.
4. Maria Mia Kristanti, SE., MM., as the First Assistant Lecturer of this research, who have been patient towards the researcher and shared her insight and knowledge in order for the researcher to be able to finish the research.
5. The researcher’s close friends, I Putu Pratama Yudistira, Aditya Eko Hadimulyo, and Vincentius Christian Gondowijoyo who have helped, supported and motivated the researcher in order to finish the research.
6. All friends and other parties who can not be named one by one, thank you for all the help and support.
The author realizes that this proposal still has shortcomings, therefore all suggestions and criticism is expected for the improvement of this thesis. Hopefully this thesis can provide benefits for readers.

Surabaya, June 2018

Stanley Theonata
TABLE OF CONTENTS

TITLE PAGE................................................................. i
AUTHENTICITY OF SCIENTIFIC WORKS AND APPROVAL OF PUBLICATION OF SCIENTIFIC WORKS ...................... ii
APPROVAL PAGE........................................................... iii
RATIFICATION PAGE....................................................... iv
FOREWORD................................................................. v
TABLE OF CONTENTS ....................................................... vii
LIST OF TABLES ............................................................. xii
LIST OF FIGURES ............................................................. xiii
LIST OF APPENDIX ............................................................ xiv
ABSTRACT ........................................................................... xv
ABSTRAK ............................................................................ xvi
CHAPTER 1 INTRODUCTION ............................................... 1
  1.1 Background.............................................................. 1
  1.2 Research Question .................................................... 7
  1.3 Objective Study ......................................................... 7
  1.4 Research Purpose ...................................................... 8
    1.4.1 Academic Significance .......................................... 8
    1.4.2 Practical Significance ............................................. 8
  1.5 Systematic of writing ............................................... 8
CHAPTER 2 LITERATURE REVIEW ..................................... 10
  2.1 Previous Research .................................................... 10
  2.2 Theoretical Basis ....................................................... 13
    2.2.1 Brand Ambassador .............................................. 13
2.2.2 Product Quality .................................................. 15
2.2.3 Advertising.......................................................... 17
2.2.4 Brand Image.......................................................... 20
2.2.5 Consumer Purchase Intention .................................. 21
2.3 Significance between variables ..................................... 22
  2.3.1 Significance Between Brand Ambassador and Brand Image .................................................. 22
  2.3.2 Significance Between Product Quality and Brand Image .................................................. 23
  2.3.3 Significance Between Brand Ambassador and Purchase Intention ........................................ 24
  2.3.4 Significance Between Product Quality and Purchase Intention ........................................ 24
  2.3.5 Significance Between Brand Image and Purchase Intention ........................................ 25
  2.3.6 Significance Between Product Quality and Purchase Intention ........................................ 25
2.4 Framework Design .................................................... 26

CHAPTER 3 RESEARCH METHOD ........................................ 27
  3.1 Research Design ..................................................... 27
  3.2 Variable Identification ............................................. 27
  3.3 Operational Variable ................................................ 28
    3.3.1 Brand Ambassador ............................................. 28
    3.3.2 Product Quality ................................................ 28
    3.3.3 Advertising .................................................... 29
3.3.4 Brand Image ......................................................... 30
3.3.5 Purchase Intention .................................................. 30
3.4 Variable Measurement .................................................. 31
3.5 Data Types and Data Resource .......................................... 31
3.6 Data Collection Method .................................................. 32
3.7 Population, Sample, and Sampling technique ..................... 32
  3.7.1 Population ............................................................ 32
  3.7.2 Sample ................................................................. 32
  3.7.3 Sampling Technique .................................................. 33
3.8 Analysis Data Technique .................................................. 33
  3.8.1 Data Normality Test .................................................. 33
  3.8.2 Validity Test ............................................................ 34
  3.8.3 Reliability Test .......................................................... 34
  3.8.4 Overall Model Fit Test ................................................. 35
3.9 Structural Similarity Model Test ........................................ 36
3.10 Hypotheses Test ........................................................... 36
CHAPTER 4 ANALYSIS AND DISCUSSION ............................... 38
  4.1 Profile of Respondent Research ....................................... 38
    4.1.1 Gender ................................................................. 38
    4.1.2 Age ................................................................. 39
    4.1.3 Last Time Experience ................................................. 39
  4.2 Descriptive Statistic of Research Variable ......................... 40
    4.2.1 Descriptive Statistic of Brand Ambassador Variable ........... 41
    4.2.2 Descriptive Statistic of Product Quality Variable 42
4.2.3 Descriptive Statistic of Advertising Variable

4.2.4 Descriptive Statistic of Brand Image Variable

4.2.4 Descriptive Statistic of Purchase Intention Variable

4.3. Testing research Instruments

4.3.1 Normality Test

4.3.2 Validity test

4.3.3 Reliability Test

4.3.4 Goodness of Fit Test

4.3.5 Structural Equations

4.4 Hypothesized Test

4.5 Discussion

4.5.1 Influence of Brand Ambassador toward Brand Image

4.5.2 Influence of Product Quality toward Brand Image

4.5.3 Influence of Brand Ambassador toward Purchase Intention

4.5.4 Influence of Product Quality toward Purchase Intention

4.5.5 Influence of Brand Image toward Purchase Intention

4.5.6 Influence of Advertising toward Purchase Intention

CHAPTER 5 CONCLUSION

5.1 Conclusion
LIST OF TABLE

Table 1.1 Smartphone user data in Indonesia................................. 1
Table 1.2 Smartphone marketshare in Indonesia.............................. 3
Table 2.1 Comparison of Past Research and Current Research .......... 11
Table 4.1 Characteristic Respondent Based On Gender ..................... 38
Table 4.2 Characteristic Respondent Based On Age ......................... 39
Table 4.3 Characteristic Respondent Base On Last Time Experience .......... 39
Table 4.4 Descriptive Statistics of Brand Ambassador Variable .... 41
Table 4.5 Descriptive Statistics of Product Quality Variable ............. 42
Table 4.6 Descriptive Statistics of Advertising Variable ................. 43
Table 4.7 Descriptive Statistics of Brand Image Variable ............... 43
Table 4.8 Descriptive Statistics of Purchase Intention Variable ....... 44
Table 4.9 Univariate Normality Test ............................................. 45
Table 4.10 Multivariate Normality Test ......................................... 47
Table 4.11 Validity Test ............................................................... 47
Table 4.12 Variable Brand Ambassador Reliability Test .................. 49
Table 4.13 Variable Product Quality Reliability Test ...................... 50
Table 4.14 Variable Advertising Reliability Test ........................... 51
Table 4.15 Variable Brand Image Reliability Test .......................... 51
Table 4.16 Variable Purchase Intention Reliability Test ................. 52
Table 4.17 Research Model Test .................................................... 53
Table 4.18 Hypothesized Test ....................................................... 55
LIST OF FIGURE

Research Model ................................................................. 26
LIST OF APPENDIX

Appendix 1 Questionnaire

Appendix 2 Characteristic respondent

Appendix 3 Descriptive Statistic of Research Variable

Appendix 4 Normality Test

Appendix 5 Goodness of Fit Test

Appendix 6 Standardized Solution

Appendix 7 Respondent Result
THE INFLUENCE OF BRAND AMBASSADOR, PRODUCT QUALITY, AND ADVERTISING ON BRAND IMAGE AND THEIR EFFECT TOWARD PURCHASE INTENTION ON OPPO SMARTPHONE IN SURABAYA

ABSTRACT

Marketing is the most important points for companies to attract consumer to their product. Companies want their consumer to have an intention to buy their product. If consumer doesn’t have intention to buy their product, then consumer will not buy their product. Therefore, this study aims to analyze the influence of brand ambassador, product quality, advertising, and brand image toward consumer purchase intention.

This research is a quantitative research that has six hypotheses to be tested. The type of data used in the form of questionnaires. The sample used in this study is 150 respondents. The object of research is people who have experience with OPPO smartphone product. Data analysis technique used is structural equation model. The results of the research on people who have experience with OPPO smartphone product showed that the brand ambassador and product quality have an influence on brand image and brand ambassador, product quality, advertising, and brand image have an influence toward consumer purchase intention.

Keywords: Brand Ambassador, Product Quality, Advertising, Brand Image, Purchase Intention
PENGARUH BRAND AMBASSADOR, KUALITAS PRODUK, DAN IKLAN KEPADA IMAGE BRAND DAN DAMPAKNYA TERHADAP NIAT BELI PADA SMARTPHONE OPPO DI SURABAYA

ABSTRAK

Marketing adalah salah satu alat terpenting untuk perusahaan dalam menarik konsumen terhadap produk mereka. Perusahaan menginginkan consumer untuk memiliki niat beli terhadap produk mereka. Apabila consumer tidak memiliki niat beli terhadap produk mereka, maka konsumen tidak akan membeli produk mereka. Karena itu penelitian ini bertujuan untuk melihat pengaruh dari brand ambassador, kualitas produk, iklan, dan image brand terhadap niat beli.

Didalam penelitian ini terdapat 6 hipotesis yang diteliti. Data yang digunakan adalah kuisoner. Sample penelitian ini adalah 150 respondent. Objek penelitian ini adalah orang yang memiliki pengalaman dengan smartphone OPPO

Hasil dari penelitian terhadap orang yang pernah memiliki pengalaman dengan smartphone OPPO menunjukan bahwa brand ambassador dan kualitas produk memiliki pengaruh terhadap image brand dan brand ambassador, kualitas produk, iklan, dan image brand memiliki pengaruh terhadap keputusan pembelian

Keywords: Brand Ambassador, Kualitas Produk, Iklan, Brand Image, Niat Beli